

EZ Ride

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EZ RIDE, CITY OF PLAINFIELD AND ATLANTIC HEALTH SYSTEMS HOSTS FREE TASTING, HEALTH SCREENING AND FOOD BASKET RAFFLE EVENT AT ISABELITA MARKET IN PLAINFIELD

Plainfield, N.J., December 12, 2017 – EZ Ride, The City of Plainfield, and Atlantic Health Systems are partnering with Isabelita Market to host a free event for residents that features health screenings, nutrition education, a food basket raffle and healthy snack samples. Customers who attend the event will have a chance to win one of two baskets filled with healthy snacks and lifestyle items such as a water bottle, jump rope, Raisin Bran cereal, pasta, fresh fruit and more!

The event will take place on Wed., Dec. 13th from 2:30 pm to 4:30 pm at Isabelita Market located at [341 Park Avenue, Plainfield](#) and is made possible due to a grant from the NJ Healthy Community Network and support from the NJ Healthy Corner Store Initiative.

Many communities do not have large grocery stores, and the local corner store is the primary destination for food shopping. The Healthy Corner Store Initiative was launched to support corner store owners committed to increase the availability of healthy food options in their stores and encourage customers to make healthier choices. We have partnered with stores that are located near local schools to participate in the program.

EZ Ride is working with corner stores in Plainfield, Long Branch and Asbury Park to assist owners to sell healthier foods by offering training, marketing equipment and incentives. Alvin and Lina Salas, who own Isabelita Market, joined the Healthy Corner Store Initiative because they are concerned about the health of their customers.

Nurses from Atlantic Health will conduct health screenings. As many residents do not have health insurance, corner store screenings serve as a place where they can receive important health information and tips on choosing foods and drinks that are lower in saturated fat, sodium, and added sugar to help lower blood pressure, blood glucose, and cholesterol.

Please join us to show your support for your local store that stocks healthy snacks at Isabelita market on Wednesday, December 13th from 2:30 pm to 4:30 pm.

About EZ Ride

EZ Ride is a non-profit, public-private partnership with a mission to implement transportation programs and services that enhance the quality of life, regional mobility and economic opportunity while reducing traffic congestion and air pollution.

EZ Ride offers carpool, vanpool and employee shuttle programs as well as senior transportation, special transportation, and Safe Routes to School (SRTS) programs in Bergen, Essex, Hudson, Monmouth, Passaic and Union Counties. To learn more, visit www.ezride.org or call [201-939-4242](tel:201-939-4242).

About the New Jersey Healthy Corner Store Initiative

The New Jersey Healthy Corner Store Initiative is a partnership between The Food Trust, the Robert Wood Johnson Foundation, The American Heart Association and the New Jersey Partnership for Healthy Kids that connects corner store owners and community partners with the resources they need to increase the availability of fresh fruits, vegetables and other healthy foods in corner stores throughout New Jersey.

Visit <http://njhealthycornerstores.heart.org/>, www.njymca.org/main/healthy-corner-stores, or www.thefoodtrust.org